

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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# MULTIMEDIA UNIVERSITY

## FINAL EXAMINATION

TRIMESTER 3, 2017/2018

**LPR 1037 – PUBLIC RELATIONS STRATEGIES**

(All Sections)

1 JUNE 2018  
3.00 p.m. – 5.00 p.m.  
(2 Hours)

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### INSTRUCTIONS TO STUDENTS

1. This question paper consists of **TWO** printed pages with **TWO** sections.
2. Answer **ALL** questions.
3. Write your answers in the Answer Booklet provided.

**SECTION A: STRUCTURED QUESTIONS [30 MARKS]****Instruction:** Answer ALL questions.

1. Briefly explain how public relations evolved over times internationally and locally according to the following periods:
  - a. 1800-1920's (2 marks)
  - b. 1950-1960's (2 marks)
  - c. 1970's-1980's (2 marks)
  - d. 1990's-2000's (2 marks)
2. Explain public relations research. (2 marks)
3. Briefly explain the following:
  - a. Primary data (2 marks)
  - b. Secondary data (2 marks)
  - c. Qualitative research (2 marks)
  - d. Quantitative research (2 marks)
4. Identify the FOUR (4) steps process of public relations. (2 marks)
5. Briefly define a media release. (2 marks)
6. Identify FOUR (4) ways to measure message exposure. (4 marks)
7. Define agenda setting. (2 marks)
8. Define public relations ethics. (2 marks)

**SECTION B: SHORT ANSWER QUESTION [20 MARKS]****Instructions:** Read the information below and answer the questions that follow.

1. The Tanjung Azalea state government is very much aware that to stand out and attract global business, there has to be a strong image platform on which to build. It is anticipated that Tanjung Azalea will become more prevalent and be accepted globally with a strong brand image.

Tanjung Azalea has an equatorial climate with tropical rainforests and abundant animal and plant species. It is also located in a large-scale development project in a delta area with three rivers, including Spoonbill River, which is Tanjung Azalea's longest river. There is a land bank of 77,000 hectares, owned by the Tanjung Azalea state government, available for development of the Halal Hub and Green City.

**Continued...**

Tanjung Azalea Halal Hub and Green city will be a unique and industry-leading destination due to its unrivalled natural landscape and its position in the heart of one of the world's fastest-growing markets.

The Tanjung Azalea Halal Hub and Green city is referred to as an advanced hub because of the area's wide range of competitive advantages. Tanjung Azalea's large land bank available for agriculture and development differentiates it from other sites. The land is available for an assortment of halal industries, both upstream and downstream. Tanjung Azalea has an extensive infrastructure system as well as the unparalleled availability of land to enable the transport of products in and out of the area. There is a modern road system connecting the hub to other major cities. An airport and deep-water port can also be found in Tanjung Azalea, thus providing easy connectivity to the world.

On a macro level, there are a number of other factors that make Tanjung Azalea a priority for investors in the Halal and Green industry. The Azalea government provides attractive tax incentives for green and halal-based industries and their related manufacturing activities, as well as biotechnology grants and other specialised incentives.

**Question:**

As the Director of Public Affairs with Tanjung Azalea state government, you are required to write a public relations plan to promote Tanjung Azalea as a "Halal Hub" and "Green" city based on the following criteria:

- |       |                                                    |           |
|-------|----------------------------------------------------|-----------|
| i)    | Situational analysis                               | (4 marks) |
| ii)   | Objective(s) of the public relations plans         | (2 marks) |
| iii)  | Target audience(s)                                 | (2 marks) |
| iv)   | Target media                                       | (2 marks) |
| v)    | Two key messages that will be used across the plan | (2 marks) |
| vi)   | Strategies and tactics                             | (2 marks) |
| vii)  | Timeline                                           | (4 marks) |
| viii) | Budget                                             | (2 marks) |

**End of paper**